

**REMARKS**

***Summary of the Office Action***

Claims 1-9 are pending in the application.

Claims 1 and 6 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Jun (U.S. Patent 6,747,620) in view of Kim (U.S. 2003/0035065 A1).

Claims 2-5 and 7-9 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form.

Claims 2, 4, 5 and 7 have been amended to more clearly point out the feature of the invention of the present application. No new matter has been introduced. Entry of the amendments and reconsideration are respectfully requested.

Our comments with respect to these rejections are set forth below.

***Analysis of the Claim Rejections***

In rejecting claim 1, the Examiner states that “it would have been obvious to one of ordinary skill in the art at the time the invention was made to implement the controller by changing of the image signal outputted from the scaler, and changing luminance (see RGB) of the image signal outputted from the scaler to a results of the comparison as taught by Kim into the display system of Jun for producing the claimed invention” (page 3 of Office Action).

Claim 1 recites, *inter alia*, “a luminance control means for comparing line by line changes of the image signal outputted from the scaler, changing luminance of the image signal

outputted from the scaler according to a result of the comparison, and changing the number of operations of the address driver.”

In the Office Action, the Examiner admits that Jun does not disclose the above features recited in claim 1 (last paragraph of page 2), and cites paragraphs [0027] to [0029] of Kim as teaching the same.

However, Kim only discloses that a controller 105 determines a signal type (i.e., an RGB type signal or a YPbPr type signal) after analyzing the comparison result data received from a comparator 104, which compares the level of the input signal detected by a level detector 103 with a reference voltage, and does not teach or suggest any of “comparing line by line changes of an image signal outputted from a scaler,” “changing luminance of the image signal outputted from the scaler according to a result of the comparison,” and “changing the number of operations of an address driver,” as recited in claim 1.

Furthermore, an image display device according to an exemplary embodiment of the invention decreases a parasitic capacitance in an address driver for driving a PDP, thereby preventing the address driver from being overloaded (paragraph [0064] of the specification). These unexpected results cannot be accomplished from neither Jun nor Kim.

Accordingly, Applicant respectfully submits that, since neither Jun nor Kim teaches or suggests the features described in claim 1, it would not have been obvious for a person of ordinary skill in the art to reach the invention described in claim 1 even by combining Jun and Kim, and therefore claim 1 is patentable over Jun in view of Kim.

For similar reasons, Applicant respectfully submits that claim 6 is also patentable over Jun in view of Kim.

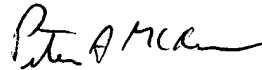
AMENDMENT UNDER 37 CFR §1.111  
Application No. 10/721,379

Docket No. Q77953

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



---

Peter A. McKenna  
Registration No. 38,551

SUGHRUE MION, PLLC  
Telephone: (202) 293-7060  
Facsimile: (202) 293-7860

WASHINGTON OFFICE

**23373**

CUSTOMER NUMBER

Date: March 12, 2007